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In the claims:

All of the claims standing for examination are reproduced below with appropriate status indication:

1-39. (Cancelled)

40. (New) A communication management system, comprising:
 a computer appliance;
 software stored on and executable from a data repository accessible by the computer appliance, the software providing:
  one or more activity-specific zones;
  a user identity associated with each of the zones; and
  a set of contact identities associated with each of the zones;
 wherein policy determined in part by associated user and contact identities is enforced in managing communication from and to each zone.

41. (New) The system of claim 40 wherein the user identity refers to a single user, but may vary from zone to zone as an alias.

42. (New) The system of claim 40 wherein the communication involves transmission over the Internet network.

43. (New) The system of claim 40 wherein the contact identities include one or more identities of persons accessible on a communication network.

44. (New) The system of claim 43 wherein individual ones of the contact identities may be aliases referring to a single contact.

45. (New) The system of claim 40 wherein individual ones of the zones are defined by various social environments engaged in by the user.

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46. (New) The system of claim 42 wherein communication is supported in multiple modes and protocols, including but not limited to voice and text modes.

47. (New) The system of claim 46 wherein contact identity sets vary by communication mode as well as by zone.

48. (New) The system of claim 46 wherein the multiple modes include email, instant messaging, RSS, and voice mode.

49. (New) The system of claim 40 wherein pairing of user with contact identity is used in determining and enforcing communication policy.

50. (New) The system of claim 40 further comprising generating alerts from attempted policy violation.

51. (New) The system of claim 40 wherein a user identity may be in a form of a URL, an email address, a telephone number, a machine address, an IP address, or an Enum address.

52. (New) The system of claim 40 wherein policy includes protocol for automatic handling of incoming communication events, the handling determined by one or both of contact identity of sender and mode of communication.

53. (New) The system of claim 40 further comprising an editing facility for a user to create and populate zones, identities and policy.

54. (New) A method for managing communication, comprising steps of:
      (a) at a communication interface provided by software executing from a data repository of a computer appliance, prior to sending an outgoing message from, or routing an incoming message to one of a set of activity-specific zones, considering user and

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contact identities associated with the zone; and

(b) enforcing policy in the sending or routing determined at least in part by user identity and contact identities associated with the zone.

55. (New) The method of claim 54 further comprising a step for content analysis of message and/or attachment for identification and verification of a contact.

56. (New) The method of claim 54 wherein the user identity refers to a single user, but may vary from zone to zone as an alias.

57. (New) The method of claim 54 wherein the communication involves transmission over the Internet network.

58. (New) The method of claim 54 wherein the contact identities include one or more user identities of other users also using an instance of the software on a different computer appliance.

59. (New) The method of claim 58 wherein individual ones of the contact identities may be aliases referring to a single contact.

60. (New) The method of claim 54 wherein individual ones of the zones are defined by various social environments engaged in by the user.

61. (New) The method of claim 57 wherein communication is supported in multiple modes and protocols, including but not limited to voice and text modes.

62. (New) The method of claim 61 wherein contact identity sets vary by communication mode as well as by zone.

63. (New) The method of claim 61 wherein the multiple modes include email, instant

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messaging, RSS, and voice mode.

64. (New) The method of claim 54 wherein pairing of user with contact identity is used in determining and enforcing communication policy.

65. (New) The method of claim 54 further comprising generating alerts from attempted policy violation.

66. (New) The method of claim 54 wherein a user identity may be in a form of an email address, a telephone number, a machine address, an IP address, or an Enum address.

67. (New) The system of claim 54 wherein policy includes protocol for automatic handling of incoming communication events, the handling determined by one or both of contact identity of sender and mode of communication.

68. (New) The method of claim 54 further comprising an editing facility for a user to create and populate zones, identities and policy.

69. (New) The method of claim 68 wherein some of the user identities may be temporary ad hoc identities.